

## ORDER



KSNV

<b>Orders</b>	<b>Order / Rev:</b>	<b>107895</b>
	Alt Order #:	06863996
	Product Desc:	DCCC.HORSFORD
	Estimate:	2102
	Flight Dates:	10/16/12 - 10/21/12
	Original Date / Rev:	10/15/12 / 10/15/12
	Order Type:	GENERAL

Primary AE:	Amy McCreary
Sales Office:	BLPHI
Sales Region:	National

<b>Agency</b>	<b>Name:</b>	<b>GMMB, Inc./ Washington D.C.</b>
	Buying Contact:	
	Billing Contact:	
		Washington Harbor
		Washington, DC 20007

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

<b>Advertiser</b>	<b>Name:</b>	<b>DCCC/ Horsford</b>
	Demographic:	A35+
	Product Codes:	PLC02
	Priority:	SELECT PRIORITY CODE
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN

New Business Thru: \_\_\_\_\_  
Order Separation: 00:05:00  
Advertiser External ID: \_\_\_\_\_  
Agency External ID: \_\_\_\_\_

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/21/12	47	\$43,150.00	\$36,677.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	47	\$43,150.00	\$36,677.50	0.00
<b>Totals</b>	<b>47</b>	<b>\$43,150.00</b>	<b>\$36,677.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
KSNV	27%	\$43,150.00
Market	100%	\$159,814.81

### Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$47,944.44
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	25%	\$39,953.70
KTUD	1%	\$1,598.15
KVVU	14%	\$22,374.07
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	3%	\$4,794.44

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KSNV	10/16/12	10/18/12	M-F 5-6a WakeUp w/Wagners	CM	5-6a	-TWT---	:30	2	\$450.00	1	0.00	NM	2	\$900.00
M-F 5-6a WakeUp w/Wagners															
WAKE UP W/WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	-TWT---	2			\$450.00		0.00					

Order / Rev: 107895  
 Alt Order #: 06863996  
 Flight Dates: 10/16/12 - 10/21/12

Advertiser: DCCC/ Horsford  
 Product Desc: DCCC.HORSFORD  
 Estimate: 2102

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KSNV	10/16/12	10/18/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	- TWT - - -	:30	2	\$450.00	1	0.00	NM	2	\$900.00
WAKE UP W/WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	- TWT - - -	2		\$450.00		0.00						
2	KSNV	10/16/12	10/18/12	Wake Up Early w/ Wagners Wake Up Early Wagners	CM	430a-5a	- TWT - - -	:30	2	\$200.00	1	0.00	NM	2	\$400.00
WAKE UP EARLY W/WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	- TWT - - -	2		\$200.00		0.00						
3	KSNV	10/16/12	10/18/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	- TWT - - -	:30	2	\$700.00	1	0.00	NM	2	\$1,400.00
WAKE UP W/WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	- TWT - - -	2		\$700.00		0.00						
4	KSNV	10/16/12	10/18/12	Today Show Today Show	CM	658a-9am	- TWT - - -	:30	3	\$900.00	1	0.00	NM	3	\$2,700.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	- TWT - - -	3		\$900.00		0.00						
5	KSNV	10/16/12	10/18/12	M-F Today Show II 3rd Hour M-F Today Show II	CM	9-10a	- TWT - - -	:30	2	\$425.00	1	0.00	NM	2	\$850.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	- TWT - - -	2		\$425.00		0.00						
6	KSNV	10/16/12	10/18/12	M-F Today Show III 4th Hour Today 4th Hour	CM	10am-11am	- TWT - - -	:30	2	\$325.00	1	0.00	NM	2	\$650.00
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	- TWT - - -	2		\$325.00		0.00						
7	KSNV	10/16/12	10/18/12	Rachael Ray Rachael Ray	CM	11am-12pm	- TWT - - -	:30	2	\$325.00	1	0.00	NM	2	\$650.00
RACHEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	- TWT - - -	2		\$325.00		0.00						
8	KSNV	10/16/12	10/18/12	Noon News Noon News	CM	12-1230pm	- TWT - - -	:30	2	\$425.00	1	0.00	NM	2	\$850.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	- TWT - - -	2		\$425.00		0.00						
9	KSNV	10/16/12	10/18/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	- TWT - - -	:30	2	\$325.00	1	0.00	NM	2	\$650.00
NEWS 4: THE AGENDA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	- TWT - - -	2		\$325.00		0.00						
10	KSNV	10/16/12	10/18/12	Days of our Lives Days of our Lives	CM	1258p-2pm	- TWT - - -	:30	2	\$425.00	1	0.00	NM	2	\$850.00
DAYS OF OUR LIVES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	- TWT - - -	2		\$425.00		0.00						
11	KSNV	10/16/12	10/18/12	The Doctors The Doctors	CM	2pm-3pm	- TWT - - -	:30	2	\$325.00	1	0.00	NM	2	\$650.00
DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	- TWT - - -	2		\$325.00		0.00						
12	KSNV	10/16/12	10/18/12	Dr. Phil Dr Phil	CM	3-4p	- TWT - - -	:30	2	\$450.00	1	0.00	NM	2	\$900.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	- TWT - - -	2		\$450.00		0.00						
13	KSNV	10/16/12	10/18/12		CM	4-5pm	- TWT - - -	:30	2	\$725.00	1	0.00	NM	2	\$1,450.00

KSNV

